

COHEN'S NEW PRICE PLAN FOR MONDAY.

The fact that spring has delayed so long in coming makes a new deal necessary in order to move quickly the immense stocks we have gathered for this season. As prices are the principal factor in selling goods we will try a price plan based—not on profits—but on a determination to sell. You'll find here a list of the biggest price inducements ever shown in Richmond at practically the beginning of a season.

Watch the Votes in the Merchants' Gift Library Contest To-Morrow.

Seasonable Silks at Unseasonable Prices.

Silks at these prices will have the effect desired by manufacturers—clear the atmosphere and get them back to actual cost. Before the summer is hardly started, you'll pay from one-fourth to a third more for these silks. Mark the prediction. 25c for 50c Silks—Printed Silks in twenty of the season's best styles and colors, mostly small designs and polka dots. 35c for 60c Silks—Black Japanese, a notably desirable summer silk. 55c for 85c Silks—Splendid Taffetas, in white, ivory, cream and the bright, pretty spring colorings. 50c for 75c Silks—Printed Satin Liberty, blue grounds, with medium and small white dot designs. 33c for 49c Silks—White Japanese Habutai, the kind that launders perfectly, 27 inches wide. 46c for 66c Silks—1,000 yards of genuine Pongee Silk, in natural bamboo shade, washes like linen.

50c for 85c Silks—Special lot of Black Louisine, lustrous finish, especially desirable for shirt-waist dresses. 45c for 65c Silks—Another big lot of dependable Black Taffeta, rich, lustrous finish, the right kind for shirt-waist suits.

39c for 55c Silks—27-inch Printed Foulards, in satin liberty and twill effects, in all this season's new colorings. 75c for 1.19 Silks—Black Grenadines, made of sewing silk, in various stripes and plain effects. 50c for 85c Silks—Another big lot of dependable Black Taffeta, rich, lustrous finish, the right kind for shirt-waist suits.

\$1 for 1.35 Silks—21 pieces of 36-inch wide Black Imported Taffeta, fine goods of rich lustre, will not slip or break in the wearing. 12 1/2c for 20c Silks—65" yards of Black Summer Weight Louisines, will make a fine shirt-waist suit. 75c for 1.19 Silks—36-inch wide, Black Beau de Solo, guaranteed pure silk, has a sheer like silver.

Colored and Black Dress Goods at the New Prices.

Colored Dress Goods.

46c a yard—Novelty Mohair Sicilian, full double width. 50c a yard—Scotch Etamine, 54 inches wide, newest importation, to sell for \$1.50, special. 40c a yard—French Corded Etamines, 45 inches wide, best \$1.25 value. \$1 a yard—Wool Crepe de Chine, all colors. 70c a yard—42-inch Mohair Sicilian, good 95c value. 37 1/2c a yard—Imported Mohairs, with tiny stripes, a regular 75c fabric. 25c a yard—Shepherd Checks, 38 inches wide, looks just like the 50c kind. 55c a yard—Wire Voles, in all the newest shades, full 65 inches wide. 37 1/2c a yard—All Wool Abatross, in every shade. 11c a yard—Danish Cloth.

Black Goods.

29c a yard—All-Wool Granite Cloth, 36 inches wide, the regular 50c grade. 30c a yard—Fine Black Mohairs, 44 inches wide, the kind that usually sells for 65c. 48c a yard—All-Wool Oxfords, Serges, and Cheviots, full yard wide. 75c a yard—Handsome Bourette Etamine, with embossed dots, always sells for \$1.10. \$1.15 a yard—Beautiful Silk Embroidered Voile, 44 inches wide, cannot be matched for less than \$1.50. \$1 a yard—1.19 French Voile, full 44 inches—the regular \$1.35 value. 75c a yard—All-Wool Batiste, that usually sells for \$1.10. \$1 a yard—Fine Imported Silk Crepons, this season's best \$1.50 value. 50c a yard—\$1 Silk Warp Henriettes.

Full Dress Costumes, Skirts, Waists

And Other Tailored Garments.

As fine an exhibition as was ever shown in Richmond and every garment will save you money. We call your attention especially to the manufacturer's sample sale of skirts.

\$10 each—Lot of 18 Man-Tailored Suits, in coats and slacks, all new effects. \$5 New Suits, in stylish fancy designs, all pure wool, should be \$10. \$7.45—New Suit of Scotch Mixtures, in every shade and style, best tailoring, perfect fitting, \$12.50 value. \$18.75—Strictly Tailor-Made Broadcloth Suits, with stylish short-cut jackets, makes a handsome mourning suit, regular \$25 value. \$25 to \$30—Handsome effects in fine French Voile, Broadcloth and Panama Suits.

Manufacturers' Sale of Sample Skirts.

55 each—Skirts that were made to sell at \$11. \$1.08 for \$3.50 Walking and Dress Skirts. \$3.69 for \$5 Fine Quality Newest Cut Mohair Skirts, black and navy. \$5 for \$7.50 Skirts, Melton, Thibet and Wool Crash Skirts. \$6.45—Dressy Skirts, of all wool Panama Cloth, 12 gore flare, new and stylish.

Silk Suits, in every conceivable fabric, style and shade, this season's latest ideas, \$12.50 to \$60.

A Beautiful Line of Wash Goods and Colored Linen.

All the pretty new things bought in such wide and quantities that give you the factory to customer prices, saving you the middle man's profit—worth considering:

93-4c—French Chambray, lace striped, embroidered and bourette effects, all colors, worth 15c. 15c—Double Fold Linen Finished Cannon Cloth, silver bleach. 10c—Cotton Voles, in solid colors and bourette effects, imitation of the \$1.25 woolen ones. 25c—Imported Swiss Organdies, embroidered in stripes and figures, 1 1/4 yards wide, cost 60c to import. 50c—Pique Waists, the weight suitable for shirt-waist suits, etc., light grounds, bourette effects among the lot, the always 12 1/2c fabric. 12 1/2c—Blouse Linens, all pure linen, the 16 2/3c grade. 15c—Bombay Silks, navy and royal blue ground work, neat designs in white, the 25c quality. 21c—Linen Suitings, double and single fold, several weights, worth 33c.

A Showing of Fine Imported Laces

At Remarkably Little Prices.

Medallions, Galloons and Motifs.

45c a yard—New large round Tenerife Medallions, eleven to the yard, less than 5c each. 50c a yard or 10 each—Plauen Lace Medallions, in the 60c a yard or 10 each—New Button Medallions, with Tenerife design. 20c a yard or 20 each—Val. Lace Medallions, in large diamond shape, 4-inch size. 25c a yard—Venise, Batiste and Applique Lace Galloons, in the straight bands and irregulars.

French Vals at New Prices.

7c a yard—French Valenciennes Laces, in the bow knot and dot designs, 1 1/2 inches wide; Insertings to match. This is only one design of many which will be sold at the same price. 25c a dozen yards—French Val. Insertings and Edgings, some are over an inch wide.

Cohen's Millinery

It's too well known to need much talk. But we want to call your attention particularly to some New, Dainty French Models, which are just in. We can make you a Hat after any model you desire, if Parisian, it will perhaps cost you one-fourth of what you would be asked for the original creation if imported.

Allover Laces.

98c a yard—50 pieces Allover Venise Laces, white and butter shades, in the Tenerife and button designs. 50c a yard—Allover Laces, white and butter shades, in the Platt Val, Arabian, Cluny and other favorite laces for waists this season. 60c a yard—Allover Venise Laces, white, butter and Arabian shades.

New Net Top Laces.

25c a yard—Net Top Oriental and Lierre Sleeve Laces, in the dainty light fluffy designs. 35c to 50c a yard—New Repousse and Boule Sleeve Laces in all shades. 10c a yard—10 inches wide Ecru Oriental Laces, suitable for millinery purposes.

New Metal Bed Prices.

\$4.98 complete—White Enamel Bed, full size, with a cotton top mattress and good woven wire spring. \$3 each—White Enamel Beds, with brass knobs. \$1.50 each—White Enamel Beds, brass rail and knobs. Others at \$7.50, \$10 and \$12.50.

An Entire Stock of Fabric Gloves Closed at Half Price.

You can choose silk or ilse and prices start at 5c, with another price every few cents. It is the Glove chance of the season.

Our \$1 Kid Gloves have made us many friends. It is worth a good fourth more in fact, some merchants are selling a similar glove for \$1.40.

Some Interesting Curtain News.

\$1.08 a pair—Real Irish Point Lace Curtains. 9c a yard—Colored Muslin for Curtains, 20c quality. 20c each—Door Panels, Irish point medallion centers. \$1.50 a pair—Boru Madras Curtains, with all color stripes, round thread. 7 1/2c a yard—Curtain Swais, extra grade. \$1.25 a pair—Muslin Curtains, with colored bordered ruffles.

Wanted Brass Goods.

4c each complete—Brass Rods for Bash Curtains, extends to forty-five inches. 10c a set—Curtain Poles, with brass fixtures.

Parasol Raising Time, But Prices Lower.

Any kind you require to match any costume you have, and all with a money-saving feature worth considering.

\$1.39 each—Women's Pure Silk Parasols, solid colors, all hemstitched and some with borders, colors, black and white; half a hundred to select from. \$1.98 each—All Silk Parasols, that are being retailed at \$2.50 elsewhere—about a score of styles to select from—light or dark shades, to match any costume.

\$1.60 each—The Popular Pongee Silk Parasols, with wide taffeta silk borders, with bonnet tips and white ribs, with rubber handles. You'll find nothing better for \$2 anywhere. \$1.98 each—All Silk Parasols, that are being retailed at \$2.50 elsewhere—about a score of styles to select from—light or dark shades, to match any costume.

Sale of Embroideries by Lots.

A factory-to-purchaser sale, full of interest to Richmond shoppers.

5c a yard—Lot of Embroideries—widths to 5 inches—Edgings and Insertings, also Ribbon Beadings—values to 10c.

7c a yard—Lot of Embroideries, widths to seven inches, including edgings and insertings, and values are to 12 1/2c. 9c a yard—Lot of Embroideries, widths to eight inches—not a piece worth less than 12 1/2c and up to 16 2/3c. 12 1/2c a yard—Lot of Embroideries, Flouncings, 10 inches wide, values in this lot go to 35c.

Closing Out Sale in Muslin Underwear.

In order to get ready for our annual May sale, we price the present stock thus:

50c each—Cambric Under-shirts, with 10-inch flounce; tucked umbrella ruffle, with 2-inch lace edge.

75c each—The best \$1 Lace Trimmed Skirts, 12-inch tucked flounce, torchon insertings and lace edge. \$1 each—Lace Trimmed Skirts, with 24-inch flounce, four rows of torchon insertings and wide lace edge; a special \$1.50 value.

19c each—Over 200 dozen Corset Covers and Drawers, all made of good cambric, neatly trimmed with lace and embroidery.

35c each—50c French Front Corset Covers, wide lace, trimmed back and front, ribbon run. 95c each—Gowns of cambric, long cloth and best grade muslin, in high or low neck, trimmed with fine embroidery and Val. laces; as good as you get elsewhere for \$1.25 and \$1.50.

Art Items at Artless Prices

15c each—Lot of Art Canvas Table Covers, 36x36 inches, fringed, stamped in beautiful flower designs, natural colors; usual price, 35c.

85c each—27x27-inch Stamped Center-pieces, ample choosing. 25c each—Full Length Bureau Scarfs, hemmed and hemstitched; bought to sell for 50c.

30c—Linen Scarfs, with drawn work. 25c each—All the latest ideas in Cushion Tops.

50c each—Beautiful Satteen Lambrequins, fringed, various designs. (Second Floor.)

Dainty Fixings for the Little Folks.

65c each—Dainty and Nobby Hats for the little tots, pretty pink, blue and white ones, of mill, with shirred brim, or stitched Satin, with plain band.

60c each—Pretty Bedford Cord Reefers, with stole front, trimmed with braid. A pretty assortment of all the things needed for infants' wear. (Second Floor.)

Sale of Women's Knit Underwear

in the basement, with the price advantage that the location gives.

25c each—Light Spring Weight Vests and Pants for women, high neck, long or short sleeves, silk trimmed; the pants are knee lengths, open or tight at knee. 25c each—Bleached Ribbed Corset Covers, light weight, high neck, long sleeves, shaped and perfect fitting, with silk trimming and pearl buttons.

10c each—Flat India Gauze Vests, high neck and long sleeves, in the extra large sizes, and are always 25c. 25c each—Boys' Balbriggan Shirts and Drawers, shirts are to thirty-four inches, drawers are knee lengths and have double seat. 35c each—Infants' Light Weight All Wool Vests, silk trimmed neck and arms. 17c each—Misses' and Children's Bleached Light Weight Ribbed Pants, knee lengths. 15c each—Children's High Neck and Short Sleeve Gauze Wrapper Vests.

Modes Patterns

are the finest 10c. Patterns in the world—as a matter of fact, there are no better made even if you pay 50c each.

Every Linen Want Can Be Filled Here at a Saving.

The fact that when we say linen, we mean linen should help you in choosing. A guarantee goes with every sale that it is just what we say. You can bring it back and get your money any time you find it otherwise.

Housekeeping Linens.

50c a yard—Two yard wide Silver Bleached Pure German Linen Damask and sold regularly elsewhere for 75c.

10c a yard—Silver Bleached Union Damask, two yards wide, and a good 50c value. \$1.50 each—German Linen Pattern Table Cloths, 2x2 1/2 yards, drawn open-work borders.

\$1 a dozen—Pure Linen Dinner Napkins, snow white and fresh bleached, a regular \$1.38 value.

\$1.25 a dozen—All Linen Silver Bleached German Dinner Napkins, extra heavy round thread.

Hand Embroidered Round Pure Linen Center Pieces, with scalloped edges, in aqua, with finger bowl and plate doilies. 35c each—Pure Linen Damask Buffet Scarfs with Mexican openwork centres, regularly 50c. 80c each—Linen Pillow Shams, hemstitched with open-work borders.

Cohen's New White Goods Prices.

9 1/2c a yard—Linen Finished India Lawn—40 inches wide, a specially good 12 1/2c grade.

7 1/2c a yard—10-inch Wide India Linen, a good 10c value.

12 1/2c a yard—A sheer fine 40-inch Lawn that is sold regularly at 16c.

19c a yard—40 inches wide Sheer Persian Lawns, 35c to 50c grades.

10 1/2c a yard—The best 25c grade of Sheer India Linen, 40 inches wide.

12 1/2c a yard—Finest Soft Finish Yard Wide Mercerized Stripe Madras, a splendid 10c value.

10 1/2c a yard—New Mercerized India Lawns, with raised silk stripes, a number of styles, some are the white wash grenadines with silk stripes, the usual 25c novelties.

10c a yard—A beautiful assortment of fancy Crepe Weave White Goods, the usual 25c to 35c values.

22c a yard—Imported Fancy Mercerized White Goods, in stripes, figures and dots.

12 1/2c a yard—Fancy Figured Pique, a new pattern this year.

Bargains in Little and Big Items Selected from Right Aisle.

Extra Little Toilet Prices.

10 gross Palm Soap, 2c a cake. 5 gross Allen's Violet Talcum Powder, made to sell for 10c, now 5c each. Baby Little Shoe Polish, 6c a bottle. Scrub Brushes, 5c. Rogers & Gallet's Parma Violette Extract, 47c an ounce. Allen's Extract, all colors, 5c a bottle—we spray you free. Pure Castile Soap, 3 pound bars, the 45c bar, for 25c.

Twenty-five Special Notion Items.

2,000 dozen Crowley's Soft Finish Machine Thread, all numbers, white and black, the equal of any 2 for 5c cotton made, special price 10c a dozen. Sampson's Pins, 400 to a paper, 2c a paper. 8-inch Hat Pins, good blacks, 2 for 1c. Aluminum Thimbles, 7c a dozen. Brooks's Silky Cotton, 2c a spool.

All widths Garter Web, from 3-8 to 1 inch wide, for 5c a yard.

35c Silk Foundation Collars, 10c each. 100 gross Hook and Eyes are 6 cards for 5c. All width White Tape, 12 yards to a piece, 5c a piece.

Nickel Safety Pins, 1 1/2c a dozen. Needle Book, consisting of 5 paper needles, pins, darning needles and other pins, 5c a book.

All colors Pearl Head Pins, 5c a card. Clark's O. N. T. Darning Cotton, 3 spools for 5c. Giraffe Forms, in black and white, 15c a pair. 2 1/2 yards long Gray Corset Laces, the 2 for 5c kind, 1c. Gold Eye Needles, 1c a paper.

No. 4 Bias Seam Tape, 10c a bunch. 10 gross Openwork Heading, 10c a kind 7c a bunch of six yards.

Shirloomat Playing Cards, 6c a pack. Slockinet Dress Shields, 5c a pair. Pin-On and Pad Hose Supporters, all colors, 10c each.

250 pairs Women's Fancy Silk Ready Made Garters, in glass boxes, made to sell for 5c, are 15c a pair. 25c Sanitary Towels, the celebrated Kay brands, six to a box, 25c a box.

Odd corner of Spool Twist, the 2c dozen kind, for 5c a dozen. 100 dozen pair Scissors, all sizes, 9c a pair.

Basement Helps Shopping Easy.

White Goods Factory Short Lengths.

10c a yard—A lot of Madras Figured Piques and Marcellies, the manufacturer's lengths, 1 to 10 yard pieces, of all the grades of fine white goods, made to sell at 16c to 25c a yard.

7 1/2c a yard—2,000 yards Soft Finish English Long Cloth, which sells regularly for \$1.25 a piece of twelve yards.

5 3/4c a yard—40 inches wide White Apron Lawn, 2,700 yards at this price.

10c a yard—Sheer White Persian Lawn, double fold, manufacturer's lengths of grades costing 16c, to 25c.

7 1/2c a yard—White Pique, in the fine poplin weave. 12 1/2c a yard—40-inch Wide Sheer India Linen, the same we are selling for 10 1/2c a yard from the piece. 4c a yard—5c and 7c India Linen.

An Easy Chance to Supply Bedding Wants.

\$4.25 for \$6 Extra Large and Heavy Embossed White Marcellies Quilts, hand-tied fringe.

\$1.08—Extra Large Size Crochet Quilts, Marcellies design.

\$1.35—Heavy Crochet Quilts, cut out corners for iron beds.

85c for \$1.25—Full Double Bed Size Summer Weight Quilts.

45c—Full Size Crochet Quilts.

35c—Heavy Bleached and Brown Sheets.

45c for 60c Extra Large Bleached Sheets, linen finish.

40c—Hemstitched Sheets, extra large size.

15c for 45x85c Extra Heavy Linen Finished Pillow Cases, hemstitched.

9c for 45x36 Pillow cases, the 12 1/2c ones.

10c for two-yards-long 25c Bolster Cases.

FROM 9:30 TO 10 O'CLOCK.

55c for Double Bed Crochet Quilts, the 75c ones.

FROM 11 TO 11:30 O'CLOCK.

40c for 50c Full Double Bed Linen Finish Bleached Sheets.

These Cottons Are at Surprise Prices

9 3/4c—French Ginghams, in lengths of 2 to 12 yards, all the new weaves and colors of the 16 2/3c kind.

8 3/4c—American Batiste, light and dark grounds, several designs and colors of the 6c kind.

5 3/4c—Beechucker Dress Ginghams, all the new weaves and colors, the 8 1/4c quality.

6 3/4c—1 1/4 Sea Island Percalies, light and dark grounds, all new this season, 12 1/2c ones.

7 1/2c—English Batiste, a large assortment of desirable designs and colors, 1 to 10 yard lengths of the 12 1/2c grade.

4 1/2c for the 5 1/2c Light Shirting and Dress Prints.

5 7/8c for the 7c Apron Ginghams, all the checks made, in blue, green and brown.

Which Makes Shopping Easy.

4 1/2c—4 1/4 Bleached Cottons, lengths of 1 to 9 yards, the 6c grades.

3 7/8c—Apron Ginghams, all checks and colors of the 5c grade.

6 3/4c for 10c yard wide Madras Cords and Percalies, light and dark ones.

5 3/4c—4 1/4 Bleached Gambries and Cottons, the 8c and 9c qualities.

3 7/8c for 5c Calicoes in gray, black and red, all neat figures.

5 3/4c—4 1/4 Fine Round Thread 7c. Brown Cotton.

4 3/4c for 6 1/4c Indigo Blue Calicoes.

5 3/4c—4 1/4 French Percalies, light and dark grounds.

FROM 9 TO 9:30 O'CLOCK.

4 1/2c—4 1/4 Androsogah Bleached Cotton.

FROM 10 TO 10:30 O'CLOCK.

3c for 5c Apron Gingham.

FROM 11 TO 11:30 O'CLOCK.

7 1/2c for 45-inch Pillow Case Cotton, the 12 1/2c grade.

FROM 12 TO 12:30 O'CLOCK.

55c—Fancy Plaid Dress 10c Ginghams.

FROM 3 TO 3:30 O'CLOCK.

10c for 10 1/4 Unbleached Sheetting.

FROM 4 TO 4:30 O'CLOCK.

2 1/2c—Fine Thread Unbleached Cotton.

Fancy Silkolines, 8c. a Yard.

9 1/2c a yard—Fancy Stripe Etamine, 25c quality.

3c each—Lace Curtain Ends.

Candy.

8c a pound—Fruit Nougat.

15c a pound—Chocolate Covered Molasses Chips.

8c a dozen—Jumbo Coconut Strips.

10c a pound—Cream Chocolate Drops.

7c a pound—Coconut Don Buns.

Every Want in Housefurnishings.

55.05 for 100-piece Decorated China Dinner Set.